

# WISCONSIN URBAN FORESTRY COUNCIL

## Wednesday, January 16, 2002. 9:30 a.m. – 3:00 p.m.

Christine Giese, Chair  
Jeff Edgar, Vice Chair  
Richard Rideout, Executive Secretary

RSVP to Felipe Avila by 1/11/02  
Phone: 608-267-0568  
Email: [avilaf@dnr.state.wi.us](mailto:avilaf@dnr.state.wi.us)

### AGENDA

**Location:** Wisconsin Dept. of Agriculture, Trade and Consumer Protection Building,  
Room 266

**Address:** 2811 Agriculture Drive, Madison, WI

**Directions:** From IH 90/94. Take Exit 142 A, to Highway 12/18 West (the Beltline). Follow the Beltline and take Exit 266 to Highway 51 (Stoughton Road). Head North on Stoughton Road to Pflaum Road. Make a right (east) on to Pflaum Road. Pflaum Road becomes Agriculture Drive when it curves to the right (south). The building is on the left. Please note parking directions included with the map.

**RSVP to Felipe Avila by 1/11/02!!**

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No.	Time	Presentation	Agenda Item	Action
1.	9:30	Chris Giese	Call to Order/Approve minutes	Motion
2.	9:40	Dick Rideout	Review/Approve financial report	Motion
3.	9:55	Dick Rideout	Discuss PR budget for 2002	Motion
4.	10:10	Chris Giese	Urban Open Space Foundation partnership with the WUFC	Discussion
5.	10:30	R. Bruce Allison	CARET/Consensus presentation	Informational
6.	10:45	Wayne Glowac	Home Builders Show in February 2002	Informational Volunteers
7.	11:15	Chris Giese	Tree City USA Banquet	Discuss/Plan
8.	12:00		Lunch	
9.	12:30	Dave Liska	Council Membership/Representation: Governor's Council: Ken Ottmann UOSF: Heather Mann DATCAP: Bria Radtke ASLA: Ken Keeley Urban Forestry Awards	Informational
10.	1:15	Dick Rideout, Roald Evensen, Jeff Edgar	Legislative Grove Project	Subcommittee
11.	1:35	Dick Rideout, Dave Liska	WAA/Urban Forestry Conference, Sunday Community Forestry Workshop	Update
13.	2:10	Dick Rideout	Strategic Planning	Update
14.	2:30	Chris Giese	Other Business	
15.	2:45	Chris Giese	Plan next meetings/Adjourn	

# Wisconsin Urban Forestry Council Minutes, January 16, 2002

Department of Agriculture, Trade, and Consumer Protection Building  
Madison, Wisconsin

In attendance were 18 people

The **voting members** were: Christine Giese (Chair), R. Bruce Allison, Linda Barcz, Mark Dochnahl, Keith Erickson, Roald Evensen, Kevin Hinkley, Paul Keller, Gregory Lancaster, David Liska, Mike Maddox (representing Paul Hartman), Joan Stevens, Daniel Trass.

The **ex-officio, non-voting members** were: Leif Hubbard, Bria Radtke, Dick Rideout.

The **non voting guests** in attendance were Felipe Avila, Robert Mather.

**Absent Voting Members:** Preston Cole, Jeff Edgar, Wayne Glowac, Paul Hartman, Laura Jull, Ken Keeley, Heather Mann, Robert Miller, Mary Morgan, Ken Ottman, Tony Perez, Les Werner.

1. Council Chair Christine Giese called the Meeting to order at 9:30 am. The minutes from the October 17, 2001 Urban Forestry Council meeting were reviewed. A motion for approval of the October 17<sup>th</sup> minutes was offered by Mark Dochnahl, and seconded by Roald Evensen. The motion was passed.
2. Dick Rideout reviewed the Council's budget expenditures through the second quarter of this fiscal year. In response to questions Dick replied that the cost for presentations at the Wisconsin Arborist Association/Urban Forestry Council conference does not come out of the Council's budget. The cost of the plaques for people who win awards at the conference does come out of our budget. Mark Dochnahl moved and Dan Trass seconded that the financial report be approved. The motion passed

At this point the agenda was adjusted because inclement weather was delaying Council members from arriving on time.

9. David Liska first brought everyone up to date on the new members and where the new members were in the process of officially being placed on the Council. Ken Ottman in particular has more paperwork then the others because he will also represent the Urban Forestry Council on the Governor's Council on Forestry. The process is nearly complete and Ken Keeley (ASLA), Heather Mann (UOSF), Ottman, and Bria Radtke (DATCP) should be official members by the time of the next Council meeting.

David next went on to discuss a forestry education center that has had money set aside for it to be built in the Milwaukee area. The center would be built on county owned land adjacent to the City of Wauwatosa. Public and private funds in order to show Southeast Wisconsin the importance of and the economic impact of forestry in Wisconsin would pay it for. The land is currently forested and would be maintained as a working forest with a small sawmill and educational center. The educational component would be utilized by bringing in school groups to walk in the woods, see the sawmill in action and hopefully gain a greater appreciation of the forest. The City of Wauwatosa has concerns about the impact of additional traffic would have, and the cost of road improvements that comes with greater road use. While the emphasis of the center would be on traditional forestry, the role of the urban forest should be included as well. The urban forest should be included because Southeast Wisconsin is heavily urbanized and visitors to the center should be able to "take something

with them that they can use" after visiting the center. Dick stated that the DNR representative to the center design committee would make sure that urban forestry is represented. It was suggested that if the Council supports the center, the Council should draft a letter to the Secretary of the DNR or the Governor offering the Council's assistance, and encouraging an urban forestry role in the center. In addition Dick and one other council member should request to be on the center's design committee in the letter to the secretary. David moved and Mark seconded that a letter be drafted offering support, assistance and requesting a seat on the design committee. The motion passed and a draft copy of the letter will be sent out to all council members for comments before being sent to the secretary.

Finally David briefly reviewed who would be getting awards at the WAA/UFC conference. Chris Giese or Jeff Edgar will be presenting the awards and Felipe Avila will provide a copy of a script to follow. It was decided that award nominees who did not win this year should be kept in mind for future awards. If the person who nominated a non-winner was from outside the Council, a formal letter should be written to the nominator, to let them know that the non-winner can be renominated for an award in the future.

11. Dick and Dave reminded the Council about the WAA/UFC conference on January 27 - 29 in Green Bay. For the Council members presenting in the "Tools for Success" workshop, it was emphasized that they finish their segment in ten minutes, including time for questions. If presenters had handouts to distribute they should send them to Dick for copies to be made.
4. Christine briefly discussed the Urban Open Space Foundation's representation on the Council. Heather Mann, who will be representing the (UOSF), has jumped in right away and will be giving a talk at the WAA/UFC conference in Green Bay. Christine encouraged Council members to introduce themselves to Heather, and all of the new members of the Council at the conference.
6. Linda Barcz talked about the preparations for the Madison Home Builders Show in March. The show runs from March 1 - 3 and the set up days for the show are February 27 and 28. The Council will again have a booth this year and volunteers are needed to help set up and take down the booth. A sign up sheet was passed around and the following people signed up:

Wednesday, Feb. 27 <sup>th</sup> (afternoon)	Thursday, Feb. 28 <sup>th</sup>	Friday, March 1 <sup>st</sup> (morning)	Sunday, March 3 <sup>rd</sup> (after 5 p.m.)
Paul Keller	Dave Liska	Felipe Avila (8-12)	Felipe Avila
Leif Hubbard	Keith Erickson	Bria Radtke	Kevin Hinckley
		Chris Giese (9:30-1)	Greg Lancaster
			Leif Hubbard

People are needed to move things in and out, to set up and tear down the booths and make sure every thing is good to go for the show.

Wayne Glowac who could not attend the meeting, sent an e-mail stating that the Madison Tree Board will be using the Rex the dog commercial this summer. In addition the state of Mississippi would like to use the ad and will also run it this summer.

3. Dick gave an overview of the public relations budget for the past few years. In the past few years' PR costs have been higher due to start up costs for the homebuilders display. For this year the only major anticipated expense is the costs that come with being involved in the Madison homebuilder's show (approximately \$2,000). This would leave the Council with

\$3,000 left over. The Council needs to decide how to spend the remaining money in this fiscal year, if it opts to do so. The money is not "use it or lose it" so if the Council opts not to spend the extra money it will be used for other urban forestry purposes or because it is federally funded it may rolled over to next . If anyone comes up with PR ideas they should be passed along to Dick or Wayne.

7. Roald Evensen went over the progress the Tree City USA banquet subcommittee has made since the last meeting. First the Council needed to decide where to hold the banquet. Roald suggested the Monona Terrace in Madison, because things went well there at the last banquet. Greg Lancaster then moved and Joan Stevens seconded that the 2003 TCUSA banquet be held at the Monona Terrace. The motion passed. Next a date for the banquet needed to be chosen. Feed back from the last banquet suggested that late March and during the week were good times to hold the banquet. It was decided to hold the banquet on Wednesday March 26, 2003, with the alternate dates being March 19, or April 2. If those three dates are filled, the alternates will be the corresponding Thursdays.

The items that will be coming up for the banquet are picking a keynote speaker and deciding on if there should be an educational component on the afternoon of the workshop. As far as speakers go, the Governor or DNR secretary should be included along with the Mayor of Madison, and the Chair of the Council. Council members need to come up with suggestions for the keynote speaker, who should be a dynamic person, as they will be giving their speech after a large meal.

The pros (a chance to educate people and positive PR) and cons (a longer day, more work and cost for the Council) of holding an afternoon educational forum were then debated. It should be kept in mind that Mayors of the Tree Cities and not Forestry experts will be attending the banquet, so the classes or displays should not be overly technical. It was decided to go ahead with the educational part, and how this turns out will determine if it is continued at future banquets. The Council needs to decide if formal classes will be held or if numerous displays will be set up that the Mayors can look at, at their leisure.

A discussion then took place on some of the logistics of the banquet it self. Items such as decorations, coordinating photographs, and press releases to local media were brought up. The Council chose to have the banquet subcommittee continue their work, and they will create additional subcommittees for the educational component, a keynote speaker, public relations and decorations.

At this point the Council broke for lunch and reconvened at 12:45

Leif Hubbard made a brief announcement about the Dept. of Transportation Statewide Multi-Modal Improvement Program. The program provides funds to local communities for transportation alternatives that reduce the use of cars.

5. R. Bruce Allison gave his update on the CARET program. CARET is a citizen lobbying group that attempts to increase funding for forestry programs at universities. Bruce originally planned to head out to Washington DC on September 11, but his plane never got off the ground after the attacks in New York and Washington. The plan is now for Bruce and other CARET members to be in Washington in late January to lobby congress. The Farm Bill is not yet finished and this is the time to go before final decisions are made. Bruce was expecting the support of Senators Kohl and Feingold, and hopefully the Farm Bill will reflect that support.
10. Dick next reviewed an e-mail sent by Jeff Edgar telling what has been done with the legislative grove project. Representative Gronemus is still in favor of the project and floated

the idea on other legislators recently. The response was positive and Gronemus will shop the idea around during the January session of the Assembly and Senate. At this point no one thinks special legislation will be needed to create the grove, but if it is needed it should pass fairly easily as this would be a noncontroversial bill. Representative Gronemus was receptive to the Council getting involved and this could be a good opportunity for positive PR for the Council. As far as a site for the grove Lake Farm park in Madison was proposed for a centralized location for all the trees, also proposed was having several groves in state parks and the Senator and Representatives from the area would have their tree placed. A Question was brought up on how to mark the trees, it was decided to look and see what other communities have done to come up with ideas. On a side note replacement trees are on the way for trees from the Millennium Grove that died.

13. Dick then briefly went over where the strategic planning process was. As of now no follow up has been done yet, but it will be finished by the time the Council meets again in April. Strategic Planning should be added to the April agenda for discussion.
14. For other business a few topics were broached. A street tree monitoring project run by Bob Miller and a grad student at Stevens Point was moving forward. How contract dollars can and can not be spent was also discussed. Dick is trying to have the contract dollars moved in to full time job positions instead.
15. It was decided to continue holding the Council meetings on the third Wednesday of April, July, October and January. Our next meeting will be April 17<sup>th</sup>, the following meetings will be July 17<sup>th</sup> (hosted by Joan Stevens), October 16, and January 15, 2003. The Council needs to decide if it is worth the time to meet in January, as there is already so much going on (trade shows, etc.) and Council members will see each other at the WAA/UFC conference anyway. The meeting was adjourned by the Chair at 2:00 p.m.